

DVA FACSIMILE COMMUNICATIONS**DISCOVISION ASSOCIATES**

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To:

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Date: September 20, 2004

Number of Pages: Cover + 13

Attn: Examiner Paul L. Rodriguez

FAX NO. (703) 305-7399

Tel. No. (703) 746-5415

From: Lori Fukuhara

PLEASE CONTACT US IF ANY PAGES
ARE ILLEGIBLE OR ARE NOT
RECEIVED.

Re: U.S. Pat. Appln. Ser. No. 09/295,856

Filed: April 21, 1999

Title: SYSTEM, METHOD AND ARTICLE OF
MANUFACTURE FOR TRANSMISSION OF
ADVERTISEMENTS BASED ON THE
CONTENT OF AN ELECTRONIC STORAGE
MEDIUM (as amended)

Confirmation No.: 7668

Art Unit: 2125

Inventor: Todd R. COLLART

Our Ref. No.: IA 1506.01A US

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Technology Center 2100

**ATTENTION: EXAMINER PAUL L. RODRIGUEZ
ART UNIT 2125**

Thank you for your message; I was out of the office and am now attending to your request. Attached please find a complete copy of the amendment as filed on July 20, 2004 (13 pages).

Please call us prior to the mailing of your action. You can either reach me at (949) 660-5070 or the attorney, Ms. Caroline Do at (949) 660-5048

Thank you.

CONFIDENTIALITY NOTE

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VIA FACSIMILE

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Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

CUSTOMER NUMBER

22887

PATENT TRADEMARK OFFICE

Re: U.S. Patent Application Serial No.: 09/295,856
Filed: April 21, 1999
Confirmation No.: 7668
Title: SYSTEM AND METHOD FOR PROVIDING SELECTIVE ACCESS
TO DATA ON AN OPTICAL STORAGE MEDIUM (as amended)
Inventor: Todd R. Collart
Attorney Docket No.: IA 1506.01A US

Dear Sir:

Enclosed for filing please find the following:

1. Transmittal Form (1 page);
2. Amendment and Response (11 pages);
3. Cover Letter (Document Control Number: 6XECBJ); and
4. Certificate of Facsimile Transmission to (703) 872-9306, dated July 20, 2004.

Please acknowledge receipt of this transmittal.

Very truly yours,

DISCOVISION ASSOCIATES

A handwritten signature in cursive script, appearing to read "Caroline Do".

Caroline Do, Esq., Reg. No. 47,529
Senior Patent Prosecution Attorney
INTELLECTUAL PROPERTY DEVELOPMENT

CD:lf

Enclosures

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CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this correspondence is being facsimile
transmitted to the U.S. Patent and Trademark Office Fax
No. (703) 872-9306 on:

July 20, 2004

(Date)

Lori Fukuhara

(Type or print name)

A handwritten signature in cursive script, appearing to read "Lori Fukuhara".
(Signature)